
Research Project Title

Towards sustainable tourism transportation systems and services in Tennessee

Purpose of the Project

Tourism industry is the second largest economic sector in TN. Recognizing the contribution and growth potentials of tourism industry and importance of associated transportation systems and services, states with highest tourist traffic volume have been integrating tourism aspects in all forms of transportation planning, investment decision making and management. Development of tourism friendly and sustainable transportation infrastructure and services can promote the quality of tourism travel and attract more tourists to choose TN as their first choice.

Scope and Significance

This research will investigate the current status of multimodal transportation systems and services in serving the tourism traffic in TN. Extensive analysis of historic tourism traffic related data, and transportation systems and service data, the research will update the existing TN statewide travel demand model that will be used to identify frequent routes used by tourism traffic and identify deficiencies in terms of transportation systems and services. Based on the analysis findings, this research will develop and analyze alternative transportation planning policies in supporting today's and future tourism needs. Indicators and standards to evaluate the effectiveness of tourism related sustainable transportation planning, management and policy will be developed.

Expected Outcomes

The expected outcomes of this project are:

- (i) Sustainable transportation systems and services planning and management- best practices;
- (ii) Tourism specific travel demand model that can be integrated with statewide TDM;
- (iii) Evaluation of existing multimodal transportation services in TN for tourism;
- (iv) Analysis of alternative sustainable transportation systems and services policies; and
- (v) Policy guidelines, indicators and standards on sustainable transportation systems and services for TDOT.

Time Period

The period of performance of the project is one year (September 2019 – August 2020).

Contact Information

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